

Section Three

The full campaign committee will meet and discuss the party's stand on the issues. Use the guide below to help you.

Examples:

- If your party is strong on defense, your candidate might have a military record to show that he/she is knowledgeable about the military and strong on defense.
- If your party stresses the need for better organization in government or more accountability, your candidate might have political experience as a big-city mayor or state governor where he/she has had success with some of those issues.
- If your party stands for strong family values, present information on the candidate's home life and religious affiliation.
- If your party puts an emphasis on expansion of trade, promoting business, and less regulation, present the candidate's professional experience as a corporate executive or politician that has found success promoting these ideas.
- If your party supports education, social programs, a better environment, or being less involved in foreign affairs, present professional or political experience that shows the candidate has had success in these areas.

Section Four

Finally, write up the candidate's briefing paper by developing key statements for each issue. These statements should combine elements of the three previous sections on the issues you are presenting. Make statements on how your candidate's personal experiences might have a relationship to the party's most important issues. Use the following guide:

1. State the party's position on each of the issues.
2. State the candidate's qualification or experiences that show his knowledge, understanding and/or compassion for the issue. (Look for anything in his/her past experience, education, or possibly how his/her home state might relate to the issue).
3. State what the candidate believes must be done to properly address the issue.

